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📍 Pleasant Prairie, WI

in <https://www.linkedin.com/in/lifeholistically/>

## EDUCATION

**BACHELOR'S DEGREE - GRAPHIC DESIGN 3D MODELING & ANIMATION**  
*Southern New Hampshire University, Presently Enrolled*

**ASSOCIATE DEGREE - APPLIED SCIENCE IN COMPLEMENTARY ALTERNATIVE MEDICINE**  
*American College of Healthcare Sciences, Portland, OR*

**ASSOCIATE DEGREE - GRAPHIC TECHNOLOGIES DESIGN**  
*Gateway Technical College, Kenosha, WI*

## CERTIFICATIONS

Certificate in Aromatherapy, Natural Products Manufacturing, Holistic Nutrition Consulting, Wellness Consulting

Certificate in Essential Oil Chemistry & Pharmacology

Advanced Diploma in Aromatic Medicine/Pain Management

Certificate in Elderly Care and Caring for the Disabled

Certificate in Stress Management - Techniques for Coping with Stress

# LESLIE MOLDENAUER

Best Selling Author | Graphic Designer | Top-level Content Developer & Online Writer for a variety of web and multi-platform applications

A well-connected professional with outstanding qualifications in all phases of writing and design, combining expertise in leading-edge technologies with powerful online content development skills. Demonstrated talent for transforming abstract ideas into high-quality designs and written communications. Achievement-driven, detail-focused creative with proven time management and multitasking skills.

## Key Highlights

- Best-selling author and on Amazon Best-seller list for recent book 'Emotional Healing with Essential Oils' for 12 consecutive weeks.
- Ranked amongst the Top 100 Essential Oil blogs' for four years in a row by Feedspot.
- Awarded the 'Top 60 essential oil' YouTube channels.
- Recognized for award-winning artwork and layout displayed on 95.1 WIIL radio promotions vehicle in Kenosha, WI.
- Designed signage for vendors at the Six Flags Great America theme park in Gurnee, IL.
- Invited to speak at a professional Aromatherapist conference in 2017.
- Helped multiple clients successfully run their business by completing marketing projects on time through freelance work.
- Developed creative, timely, and relevant content that was instrumental in generating expansion in readership.
- Wrote intriguing introductions to sites/channels that increased click-throughs and fostered a sense of community by doubling reader participation in online discussions.
- Conceptualized and wrote hundreds of well-received articles that produced widespread publicity and an increase in site traffic.
- Graduated with Honors (Delta Epsilon Tau) from the American College of Healthcare Sciences.
- Graduated with High Honors from Gateway Technical College; received one of few award acknowledgments.
- Presently attending Southern New Hampshire University to obtain a Bachelor of Graphic Design/3D Modeling & Animation

## Freelance Experience

**Logo Design:** NASHVILLE HOLISTIC ASSOCIATION (2016)

**Website Creation:** ABOVE & BELOW APOTHECARY (2020)

**Ghostwriting:** BAREFUT ESSENTIAL OILS (2018)

**Essential Oil Product Formulation and Consulting:** SALT + HONEY + SAGE (2019-Present)

**Taught in-person classes on aromatherapy and mental wellness:** MINDFUL YOGA (2017)

**Social Media Marketing, Click Funnel Creation, Email Campaigns, eBooks, Website Design:** RONDA ARNDORFER ENTREPRENEUR (2018)

## AREAS OF EXPERTISE

- Graphic Design
- Content Writing Expert
- New Media Writing & Editing
- Website Content Development
- Research Writing
- Social Media Marketing
- Photography
- Holistic Health & Wellness Coaching
- Complementary/Alternative Medicine
- Emotional & Mental Wellness

## PUBLICATIONS

- **Emotional Healing with Essential Oils**, Oct 2019 (published through Rockridge Press)
- **Mom's Essential Oil Evolution**, Mar 2018 (self-published)
- **Goddess Aromatherapy Coloring Book**, Oct 2017 (self-published)
- **Aromatherapy for Kids**, Oct 2017 (self-published)
- **Essential Oils, Safe use for the Home**, Oct 2016 (self-published)

## TECHNICAL SKILLS

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Active Campaign, AP Referencing Style, Canva, Chicago Manual Referencing Style, Click funnels, Google Ad Words, Google Docs, HTML Basics, Mailchimp, Microsoft Office Suite, Photography, SEO, Social Media Platforms, Wix, WordPress

**Guest Writing:** ASSOCIATION OF PLACENTA PREPARATION ARTS (APPA) (2018)

**Business Branding:** VERDURE WELLNESS (2017)

**Website Design, Business Correspondence:** THE MITCHELL FAMILY FARM (2018-Present)

**Content Creation:** JOY SPRINKLER AROMATHERAPY MOBILE APP (2018-2019)

### *Relevant Experience*

**21 drops Certified Aromatherapist**// *August 2020–Present*

21 DROPS, Delray Beach, FL

Instrumental in providing/creating awareness of in using essential oils for physical and mental wellness through one-on-one client consultation. Educate through freelance writing on the 21 drops website.

- Teach educational webinars.
- Educated the 21 drops Facebook group.
- Formulated new product line.
- Perform on-on-one personalized consultation.

**WELLNESS/DESIGN CONSULTANT**// *Jan 2013–Present*

LIFE HOLISTICALLY, Pleasant Prairie, WI

Instrumental in providing/creating awareness of current health and wellness research through one-on-one client consultation. Educate clients on various health and wellness topics via social media outlets. Personable writer, reaching the audience emotionally. Day-to-day includes authoring, editing, freelance ghostwriting, and social media management for major health market clients.

- Freelance graphic design work
- Created online classes and courses.
- Educated Facebook groups.
- Formulated products for multiple businesses.
- Teach in person and virtual mindfulness classes.

### *Other Experience*

**ART TEACHER K-4**// *Oct 2017–Present*

KENOSHA UNIFIED SCHOOL DISTRICT, Kenosha, WI

Collaborate with grade-level teams and various parties to ensure student success. Work cooperatively with regular education teachers, assisting them with the implementation of appropriate intervention strategies.

- Provided on-site assistance to all instructional staff for implementing intervention strategies and programs.
- Coordinated student growth assessment.
- Teach art specialization for students K-5
- Complete lesson plans, perform student grading, and critique work according to grade level

### *Early Career*

**LOAN OPERATIONS ASSISTANT**

FIRST MIDWEST BANK, Gurnee, IL